

Message Text

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INFO OCT-01 AF-08 ARA-10 EUR-12 EA-09 NEA-10 ISO-00 COME-00

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DRAFTED BY EB/OCA/CD:REDAY:JMN

APPROVED BY EB/OCA/CD:WERAU

AF/EP:WHITE

AF/EX:RGREEN

ARA/ECP:DLACEY

ARA/MGT:GKRIEGER

EA/EP:DBOERIGTER

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FM SECSTATE WASHDC

TO AMEMBASSY BANGKOK

AMEMBASSY BELGRADE

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AMEMBASSY BRASILIA

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AMEMBASSY BUENOS AIRES

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AMEMBASSY CARACAS

AMEMBASSY COPENHAGEN

AMEMBASSY THE HAGUE

AMEMBASSY HELSINKI

AMCONSUL HONG KONG

AMEMBASSY JAKARTA

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AMEMBASSY KINSHASA

AMEMBASSY LAGOS

AMEMBASSY LONDON

AMEMBASSY MADRID

AMEMBASSY MANILA

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AMEMBASSY MEXICO

AMEMBASSY NEW DELHI
AMEMBASSY OSLO
AMEMBASSY OTTAWA
AMEMBASSY PARIS
AMEMBASSY QUITO
AMCONSUL RIO DE JANEIRO
AMEMBASSY ROME
AMEMBASSY SEOUL
AMEMBASSY SINGAPORE
AMEMBASSY STOCKHOLM
AMEMBASSY TAIPEI
AMEMBASSY TEHRAN
AMEMBASSY TEL AVIV
AMEMBASSY TOKYO
AMEMBASSY VIENNA
INFO AMCONSUL JOHANNESBURG
AMEMBASSY PRETORIA

UNCLAS STATE 292385

E.O. 11652:N/A

TAGS: BEXP, AFSP

SUBJECT: PREPARATION OF FY 78 COUNTRY COMMERCIAL PROGRAMS

REF: STATE 054879

1. SUMMARY. THIS MESSAGE IS TO ALERT ADDRESSEES THAT THE DUE DATE FOR POST'S DETAILED RECOMMENDATIONS FOR FY 78 COUNTRY COMMERCIAL PROGRAMS (CCP), COMPLETE WITH ENUMERATION OF PROPOSED CAMPAIGN ACTIONS, WILL BE FEBRUARY 11, 1977. END SUMMARY.

2. AIRGRAM CONTAINING INSTRUCTIONS. AN AIRGRAM CONTAINING SPECIFIC INSTRUCTIONS AND A MOCK-UP OF AN FY 78 CCP IS BEING PREPARED AND WILL BE POUCHED TO ADDRESSEES SOON. OBJECTIVE OF THIS CABLE IS TO PERMIT POSTS TO INITIATE PLANNING FOR THE FY 78 CAMPAIGNS AND OTHER CCP ACTIVITIES. (PRELIMINARY POST INPUTS FOR FY 79 RPT 79 WILL BE REQUESTED BY SEPTTEL UNCLASSIFIED

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ABOUT MARCH 1 AND WILL BE DUE APPROXIMATELY APRIL 15.)

3. BACKGROUND COMMUNICATIONS. APPROPRIATE POINT OF DEPARTURE FOR INITIATING DETAILED PLANNING FOR FY 78 WILL IN MOST CASES BE POSTS' REVIEW OF INITIAL INPUTS SUBMITTED

IN MID-APRIL 1976 IN RESPONSE TO STATE 054879, DATED MARCH

6. DURING NEXT TWO WEEKS OR SO ADDRESSEES WILL RECEIVE

FROM THE RESPONSIBLE COUNTRY MARKETING MANAGER, BIC/USDOC,
A MESSAGE DISCUSSING VARIOUS ASPECTS OF POSTS' PRELIMINARY
INPUTS FOR FY 78. IN SHAPING CAMPAIGN THEMES AND ACTIONS,
POSTS ARE REQUESTED TO CONSIDER THE FOLLOWING IN ADDITION
TO THE INDUSTRY DATA SHOWN IN PARA 7 OF STATE 054879:

(A) DIRECT, COMMERCE-SPONSORED EXPORT PROMOTION EVENTS
ALREADY SCHEDULED FOR FY-1978; AND

(B) BEST PROSPECTS, AS SET FORTH FOR FY 78 IN MISSION
RESPONSES TO STATE A-5223 OF AUGUST 4, 1975, AND AS POSSI-
BLY MODIFIED IN RESPONSES TO STATE A-3358, A-3359 OR
A-3360, EACH DATED JULY 7, 1976.

TAKING ALL CURRENTLY AVAILABLE PLANNING FACTORS INTO
CONSIDERATION, INCLUDING THE PRESENT AND CURRENTLY ANTICI-
PATED LEVEL OF RESOURCES, ADDRESSEE POSTS WILL BE REQUESTED
BY THE FORTHCOMING AIRGRAM TO DEVELOP RECOMMENDATIONS FOR
CAMPAIGNS AND OTHER SPECIAL POST EFFORTS, IN PRIORITY ORDER
AND COMPLETE WITH PROPOSED CAMPAIGN ACTIONS.

4. SCENARIO AND FORMAT. THE TIMETABLE FOR PRODUCING A
FINISHED FY 78 CCP DOCUMENT BY OCTOBER 1, 1977 GENERALLY
WILL RESEMBLE THE SCENARIO FOLLOWED IN PRODUCING FY 77
CCP'S, WITH MOST OF THE DRAFTING AND DIALOGUE BETWEEN POSTS
AND WASHINGTON AGENCIES OCCURRING DURING THE FEBRUARY-JUNE
PERIOD. DUE DATE FOR POSTS' DETAILED RESPONSES TO THE
FORTHCOMING AIRGRAM WILL BE FEBRUARY 11. THE SEVEN
SECTIONS OF THE FY 78 CCP DOCUMENT WILL BE: OVERVIEW,
PERSONNEL RESOURCES LIST; CAMPAIGN DEVELOPMENT; OTHER
POST SPECIAL EFFORTS; PERSONNEL RESOURCE ALLOCATIONS
(TABLE); FINANCIAL RESOURCES SCHEDULE (TABLE); AND
ADMINISTRATIVE DIRECTIONS.

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5. CHANGES IN FORMAT. PRINCIPAL CHANGES IN FY 78, TO BE
REFLECTED IN THE FORTHCOMING AIRGRAM AND ITS ENCLOSURE
WILL BE:

5A. CAMPAIGNS--INDIVIDUAL CAMPAIGN DEVELOPMENT STATEMENTS
WILL NO LONGER CONTAIN RESOURCE ALLOCATION DATA;

5B. OTHER POST SPECIAL EFFORTS--THIS NEW HEADING AND THE
INSTRUCTIONS PERTAINING TO IT WILL PERMIT GREATER EMPHASIS
ON MAJOR PROJECTS AND OTHER ACTIVITIES HERETOFORE SHOWN
AS QUOTE NON-CAMPAIGN ACTIVITIES UNQUOTE. PROVISION MAY

BE MADE FOR ANY AREA OF PERENNIAL OR UNUSUAL ACTIVITY

WARRANTING SPECIAL ATTENTION DURING FY 78 (E.G. PROMOTING THE FOREIGN BUYERS PROGRAM; INSTITUTING A NEW COMMERCIAL NEWSLETTER; UNDERTAKING A VISUAL SEARCH MICROFILM FILE TEST PROGRAM; COPING CREATIVELY WITH AN ANTICIPATED HEAVY WORK-LOAD IN THE EXPORT CONTROL FIELD; INCREASED INVESTMENT FACILITATION OR PROTECTION ACTIVITY NECESSITATED BY A HOST COUNTRY'S POLICY CHANGES, ETC.).

5C. RESOURCE ALLOCATIONS--PROJECTIONS WILL BE CONSOLIDATED IN TWO KEY TABLES: A PERSONNEL RESOURCE ALLOCATION TABLE (IN PERSON DAYS) AND A CCP FINANCIAL RESOURCES SCHEDULE.

5D. FINANCIAL RESOURCES SCHEDULE--WILL BE MORE CLOSELY TIED TO POST BUDGET DOCUMENTS THAN HERETOFORE, WITH DATA TO BE PRESENTED FOR FY 76 (ACTUAL), FY 77 (BEST ESTIMATES BASED ON ALLOTMENTS), AND FY 78 (REQUESTED BY POST), UNDER FIVE HEADINGS CORRESPONDING TO THE FIVE MAIN CATEGORIES USED BY BUDGET AND FISCAL OFFICERS AT POSTS AND IN STATE'S GEOGRAPHIC BUREAUS. THESE ARE: REPRESENTATION; TRAVEL; CONTRACTUAL SERVICES (INCLUDING COMMERCIAL NEWSLETTER PRINTING); COMMERCIAL LIBRARY; AND QUOTE OTHER UNQUOTE.

5E. COUNTRY COMMERCIAL ACTION GROUP--MEETINGS TO BE HELD SEMI-ANNUALLY INSTEAD OF THE CURRENT QUARTERLY SCHEDULE, ALTHOUGH QUARTERLY PROGRESS REPORTS WILL STILL BE NECESSARY

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6. COORDINATION AT POST. CCP MANAGERS ARE REQUESTED TO COORDINATE CLOSELY WITH ADMINISTRATIVE SECTIONS OF THEIR EMBASSIES, PARTICULARLY THE BUDGET AND FISCAL OFFICERS, TO ENSURE THAT FINANCIAL RESOURCES TO SUPPORT CCP ACTIVITIES WILL BE INCORPORATED IN ALL RELEVANT POST BUDGET DOCUMENTS.

7. THE FOREGOING CHANGES REPRESENT A COORDINATED EFFORT BY STATE AND COMMERCE TO RATIONALIZE THE CCP FORMAT AND TO INCORPORATE SUGGESTIONS MADE BY THE POSTS TO IMPROVE THE CCP AS A PLANNING AND MANAGEMENT DOCUMENT.

8. FOR JOHANNESBURG AND PRETORIA: SEPTTEL WILL FOLLOW LATER CONCERNING PREPARATION OF THE FY 78 COMMERCIAL RESOURCES ALLOCATION GUIDE FOR SOUTH AFRICA. ROBINSON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 01 DEC 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE292385
Document Source: CORE
Document Unique ID: 00
Drafter: REDAY:JMN
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760445-0082
From: SECSTATE WASHDC
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19761282/aaaactgn.tel
Line Count: 216
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 054879, 76 STATE 54879
Review Action: RELEASED, APPROVED
Review Authority: wolfsd
Review Comment: n/a
Review Content Flags:
Review Date: 25 MAY 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25 MAY 2004 by hattaycs>; APPROVED <11 AUG 2004 by wolfsd>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PREPARATION OF FY 78 COUNTRY COMMERCIAL PROGRAMS
TAGS: BEXP, AFSP
To: BANGKOK BELGRADE BERN BOGOTA BONN BRASILIA BRUSSELS BUENOS AIRES CANBERRA CARACAS
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006